

Serial No. 09/736,374

**RESPONSE AFTER FINAL OFFICE ACTION  
EXPEDITED PROCEDURE  
EXAMINING GROUP 3691  
Docket No.: 1359.1031**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

Masatoshi ARAI et al.

Serial No. 09/736,374

Group Art Unit: 3691

Confirmation No. 7612

Filed: December 15, 2000

Examiner: Campen, Kelly Scaggs

For: DIGITAL CONTENTS ADVERTISEMENT DISPLAY SYSTEM USING AUCTION

**AMENDMENT AFTER FINAL REJECTION UNDER 37 CFR 1.116**

**Mail Stop AF**

Commissioner for Patents

PO Box 1450

Alexandria, VA 22313-1450

An interview was conducted with the Examiner and the Primary Examiner on April 8, 2008.

This is in response to the final Office Action mailed November 28, 2007 and having a period for response set to expire on February 28, 2008. A Request for Continued Examination (RCE) is filed concurrently herewith along with a Petition for a 2-month extension of time, together with the requisite fee for same, thereby extending the period for response to April 28, 2008.

The following amendments and remarks are respectfully submitted in view of the interview with the Examiner and the Primary Examiner. Entry of the claim amendments and reconsideration of the amended claims is respectfully requested, because it is believed that the claim amendments and remarks clarify the patentably distinguishing features of the present invention over the relied upon references to place the application in condition for allowance and pursuant to 37 CFR 1.116 this Amendment complies with 37 CFR 1.114 by filing an RCE.

If there are any additional fees associated with filing of this response, please charge the same to our Deposit Account No. 19-3935.